



Charlotte City Council
Economic Development Committee
Summary
August 27, 2018

COMMITTEE AGENDA TOPICS

- I. Capacity Building (no action required)
- II. Charlotte Business INClusion Policy Recommendations (action – passed unanimously)
- III. Eastland Redevelopment (no action required)

COMMITTEE INFORMATION

Council Members Present:	James Mitchell, Ed Driggs, Matt Newton, Justin Harlow and LaWana Mayfield
Others:	Mayor Pro Tem Eiselt, Councilmembers Bokhari, Ajmera, Egleston and Winston
Staff Resources:	Tracy Dodson, City Manager's Office Kevin Dick, Economic Development Department Todd DeLong, Economic Development Department Nancy Rosado, Finance Thomas Powers, City Attorney's Office
Meeting Duration:	2:00PM-3:50PM

ATTACHMENTS

- 1. Agenda – August 27, 2018
- 2. Presentations – Capacity Building Strategy Update; CBI Policy Recommendations and Eastland Mall Redevelopment
- 3. Handouts – GFE Form, ED/CBI Strategy

DISCUSSION HIGHLIGHTS

Chairman Mitchell called the meeting to order and asked the members at the table to introduce themselves. He thanked the Committee members, Mayor Lyles, Councilmembers and staff who attended the Economic Development Committee Retreat on August 16th for their energy and ideas. He then turned the meeting over to Tracy Dodson to introduce the agenda topics.

I. Capacity Building

Tracy Dodson introduced the topics and turned it over to Kevin Dick to start the presentation on Capacity Building. Mr. Dick gave an overview of the planned strategy to increase the capacity building

efforts Citywide and planned activities from July through November. He noted the work plan would include multi-City departments (Economic Development, Charlotte Business INclusion and Procurement) as well as collaboration with other outside agencies. He pointed out since the last update, staff added an additional component (contract) to the five-part framework (forecast, identify, prepare, cultivate and certify). Information was provided on areas of construction, professional services and goods/commodities that have been identified with no/low MWBE availability.

The goals and objectives of the capacity-building plan include:

- Increase number of MBE certified firms
- Increase dollar amount of contracts to MBE's
- Increase number of contracts awarded to MBE's
- Match capacity building opportunities in the marketplace with necessary areas of capacity building

II. Charlotte Business INclusion Policy Recommendations

Mrs. Dodson introduced the topic and turned it over to Nancy Rosado to start the presentation. Mrs. Rosado presented the recommendations from staff and the CBI Advisory Committee of changes to the Charlotte Business INclusion Policy covering Good Faith Efforts (GFE) and MWSBE certification and eligibility.

Recommendations:

- Reducing GFE point value from 15 to 10 for the following GFE categories: breaking down work and negotiating in good faith with MWSBE's
- Increasing SBE certification term to four (4) years to reduce the administrative burden on small businesses and conform with NC Hub

Other actions:

- Staff is developing a process to provide greater detail on contract recommendations prior to Council meetings (i.e., awards with GFE, contracts with low MWSBE subcontracting participation)

The Committee discussed and reviewed the recommendations. A motion was made by Councilmember Driggs and seconded by Councilmember Mayfield to endorse the recommendations. *The vote was unanimous 5:0* (Mitchell, Driggs, Harlow, Mayfield and Newton).

III. Eastland Redevelopment

Mrs. Dodson introduced the topic on Eastland Redevelopment. Todd DeLong started the presentation and provided the Committee with an overview of the background, evaluation criteria, development team updates, evaluation results and next steps on the Eastland Redevelopment process. Since March, the following changes were made with the development teams. It was noted that the evaluations were based on their new partnerships:

- New Partners: Crosland Southeast/Eastland Community Development, Inc.
(Fallon is no longer identified as the primary developer)

- New Partners: Jim Gross Company/MPV
- Legacy Family Group
(makeup of team has changed since March – Newmark Knight & Frank now listed as primary developer (Global Consortium Group was previously identified as primary developer))

The multi-disciplinary evaluation team, made up of representatives from Planning, Engineering & Property Management, CATS, and Economic Development as well as a representative from Mecklenburg County recommended the City engage with the (Crosland Southeast/Eastland Community Development, Inc. Team) on a due-diligence agreement.

Next Steps include:

- September 27, 2018 – Committee vote on staff’s recommendation of development team and refers item to City Council Strategy Session (October 1st) and full Council vote on (October 8th)
- October 2018
 - Staff will work with development team to determine basic terms of Due Diligence/Pre-development Agreement and consider appropriate cost-sharing for pre-development efforts
 - City Council action to authorize City Manager, or his designee, to negotiate and execute a Due Diligence/Pre-development Agreement with Crosland Southeast/Eastland Community Development, Inc.
- Spring 2019 – City Council review due diligence findings and consider public/private partnership agreement with the development team.

Mrs. Dodson noted that this was the first step on making a recommendation establishing a vision and a development plan for Eastland. After Council votes on the recommendation at their Strategy Session on October 1, it will take approximately eight months for staff to be transparent and identify other development partners.

Chairman Mitchell and the Committee members thanked the development teams for their proposals and commitment to work with the City on redeveloping Eastland Mall. He announced the next meeting, which is scheduled for Thursday, September 27 at Noon in Room CH-14.

The meeting adjourned at 3:50p.m.